

COX MEDIA GROUP: VERTICAL BUSINESSES

Sports

DIEHARDS



Hispanic

**Mundo
Hispánico**

Food

**S S O U T H E R N
K I T C H E N**

BUSINESS OVERVIEW

- Start-ups within a larger media organization
- Evolving portfolio:
 - First businesses launched fall of 2015
 - Latest business launched mid-2017
- Revenue models: Advertising, e-Commerce
- Niche content, passionate audiences
- Timing of revenue growth vs. cost structure